

***Impact of Zika Virus in Traveller
Trends to Miami
29th August 2016***

press@forwardkeys.com

***“Applied traveler operational intelligence to support
tactical business decisions”***



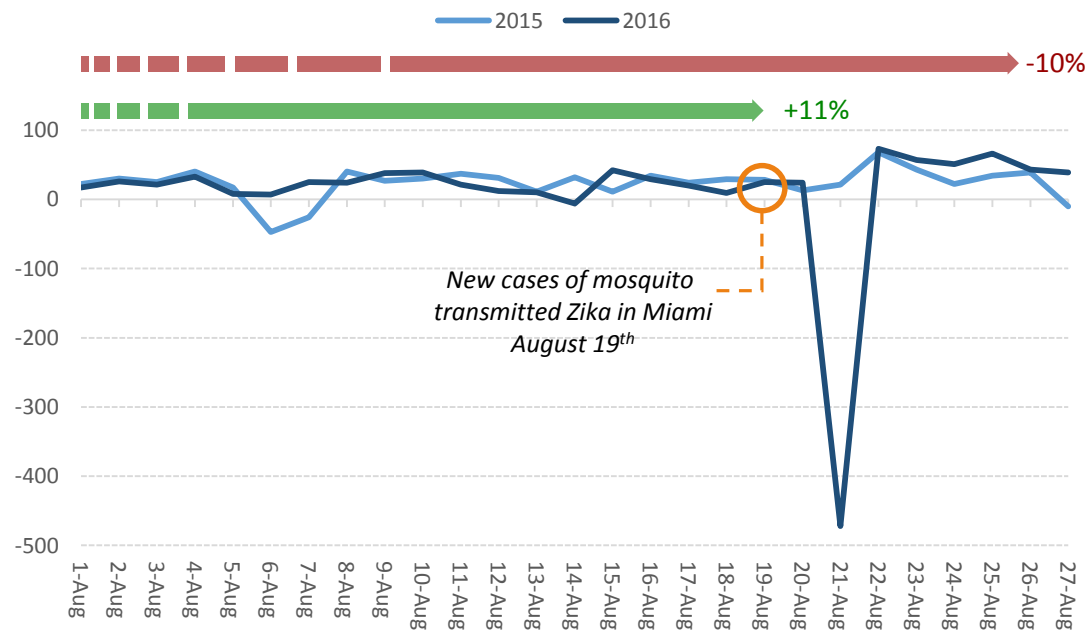
www.ForwardKeys.com

Daily Net Bookings to Miami from the U.S.A. for Arrivals in Thanksgiving Cancellations Boom After Mosquito Transmitted Cases in Miami

- The last cases of locally-acquired Zika in Wynwood area caused a wave of cancellations from the U.S.A. for trips due to arrive in Miami during Thanksgiving holidays.
- Looking ahead for arrivals during Nov 24th – 26th 2016, there is an acute change in the booking situation, which was ahead by +11% on Aug 19th and is now behind by -10% compared with previous year. Despite this, there is still time for the recovery with new bookings to come.

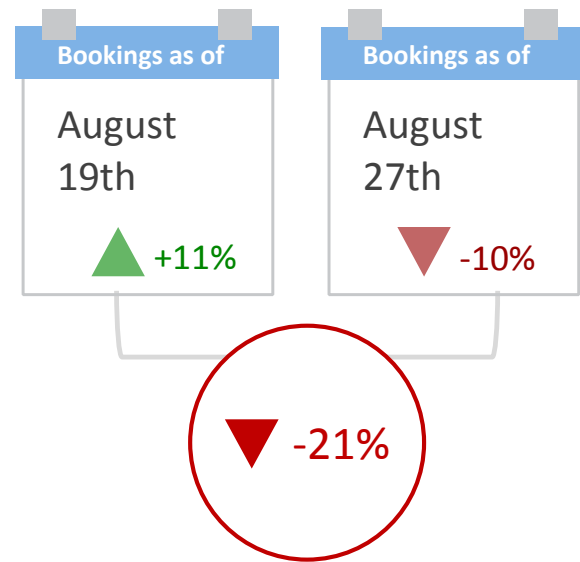
Daily Net Domestic Bookings to Miami during August 2016 for arrivals Nov 24th – 26th 2016.

©ForwardKeys.com



Booking Situation for Arrivals in Miami (Nov 24th to 26th 2016)

©ForwardKeys.com



Leisure Domestic Travellers Cancel Trips to Miami for Thanksgiving Family Getaway During Thanksgiving Turned its Back to Miami



- Solo travellers and family-like groups (2-4 pax) staying mainly for Thanksgiving (1-5 nights) suffered the deepest drops in bookings.
- This alarm had no effect on combined trips (trips visiting Miami as well as other destinations) while it strongly affected travels with only destination Miami.

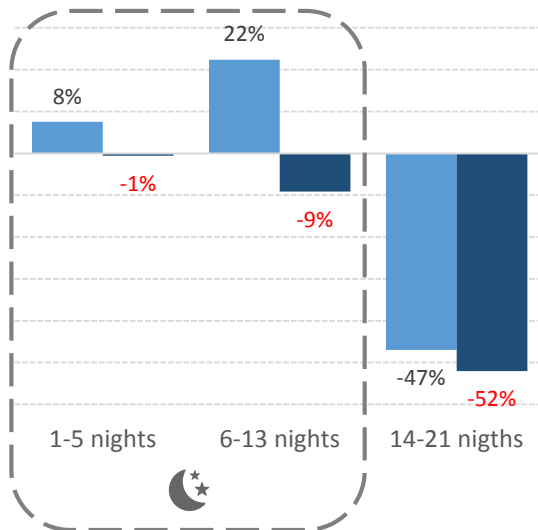
Domestic Arrivals On the Book in Miami from Nov 24th to 26th 2016. Based on bookings as of Aug 19th vs Aug 27th 2016

@ForwardKeys.com

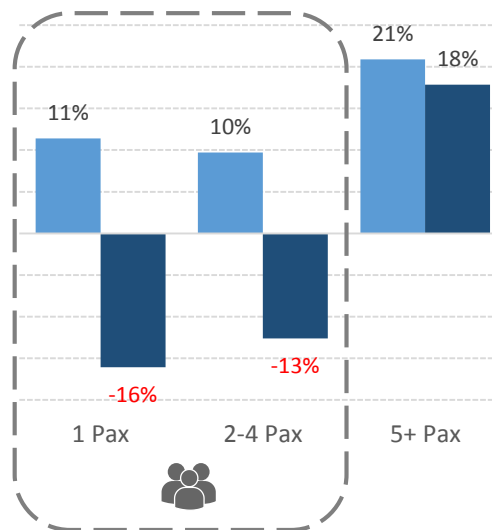
@ForwardKeys.com

@ForwardKeys.com

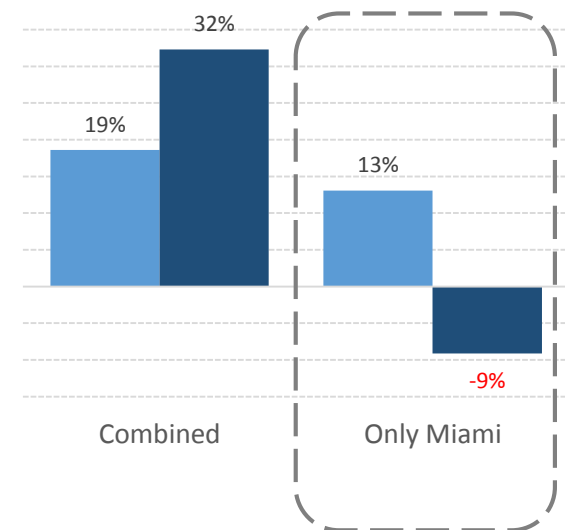
Length of Stay



Pax per Booking



Number of Destinations



■ Bookings as of August 19th

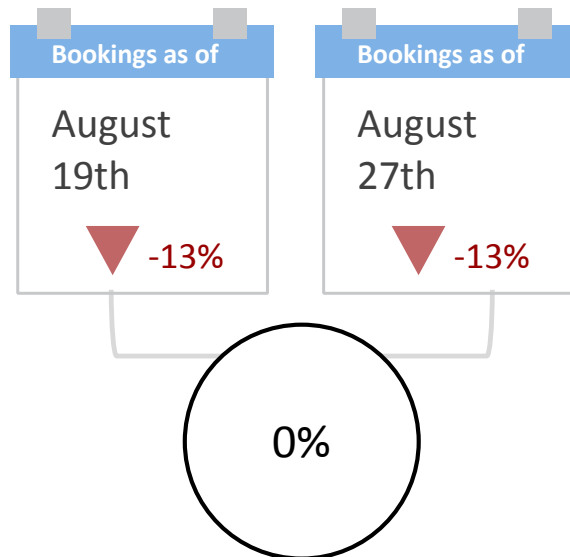
■ Bookings as of August 27th

Forward Looking Domestic Arrivals Next Two Months and Christmas Holidays Cancellations Only for the Thanksgiving Period

- Domestic bookings due to arrive in Miami during next two months (September and October) show similar trends than before August 19th.
- Christmas holidays show no erosion in their booking situation before and after the new Zika cases.

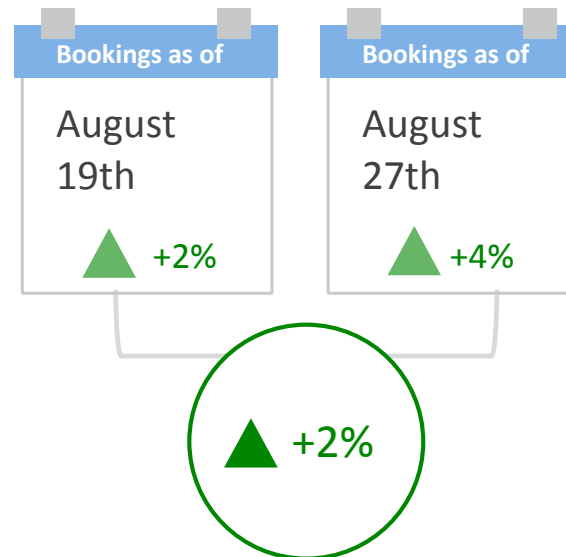
Booking Situation for Domestic Arrivals in Miami (Sep 1st – Oct 31st 2016 vs Sep 3rd – Nov 2nd 2015)

©ForwardKeys.com



Booking Situation for Domestic Arrivals in Miami (Dec 15th – Dec 31st 2016 vs Same dates previous year)

©ForwardKeys.com



Methodology and Glossary

This analysis is based on Air Reservation Data property of ForwardKeys® as of 29th August 2016. Database contains reservations handled by more than 200 000 online and offline travel agencies worldwide. Database is updated as of 27th August 2016.

DESTINATION



Miami

MARKET



U.S.A. (Domestic Market)

PERIOD



Booking history: August 1st to 27th 2016 to arrive in Miami in Thanksgiving Holidays (November 24th to 26th 2016) vs. August 3rd to 29st 2015 to arrive in Miami in Thanksgiving holidays (November 26th to 28th 2015)

Arrivals On The Book: based on issued bookings as of 19th August and 27th August 2016 to arrive in Miami in:

- Thanksgiving (Nov. 24th to 26th 2016 vs Nov. 26th to 28th 2015.
- September 1st to October 31st 2016 vs September 3rd to November 2nd.
- Christmas Holidays: December 15th to 31st vs Same dates previous year.

Lengths of Stay: Current analysis includes only those reservations staying between 1 and 21 nights at destination, therefore excluding transits, day trips, one way trips and stays above 22 nights.



Arrivals: refer to the number of airline passengers arriving at the destination within a specific time frame.

Cancellations: include modifications to any previously issued booking as well as final cancellation

Arrivals on the Book (OTB Arrivals): refer to the number of airline passengers arriving at the destination within a specific future time frame according to the bookings that have been issued as noted.

Bookings: represent air reservations made for travel to the specific destination (i.e. UK) for any date of travel.

Net Bookings: equal to reservations that have been made minus cancellations.

© Forward Data SL, 2016. All rights reserved. The content and the data provided in this document are for your information and internal use only. The content is provided "as is" without any warranty as to accuracy, completeness, satisfactory quality or fitness for any particular purpose. It is strictly forbidden to extract, reproduce, republish or publically display any content included in this document without the prior written authorisation of Forward Data, SL. If you wish to use any of this content or similar data, please contact us on press@forwardkeys.com for more information about our services.